

RECEIVED

APR 20 2001

Page 1 of 2

INFORMATION DISCLOSURE CITATION IN AN APPLICATION

 ATTY. DOCKET NO.
 Technology Center 2100
 38188-382

 SERIAL NO.
 09/766,636

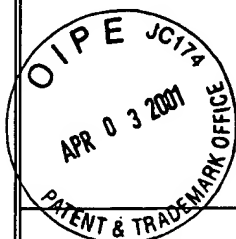
 #2
 7-10-01

 APPLICANT
 Alan K. GORENSTEIN

 FILING DATE
 January 23, 2001

GROUP

(PTO-1449)



U.S. PATENT DOCUMENTS

| EXAMINER'S INITIALS | PATENT NO. | DATE | NAME | CLASS | SUBCLASS | FILING DATE |
|---------------------|------------|----------|-------------|-------|----------|-------------|
| KHL | 5,930,762 | 7/27/99 | Masch | | | |
| | 5,956,693 | 9/21/99 | Geerlings | | | |
| | 5,983,180 | 11/9/99 | Robinson | | | |
| | 6,009,407 | 12/28/99 | Garg | | | |
| | 6,061,658 | 5/9/00 | Chou et al. | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

FOREIGN PATENT DOCUMENTS

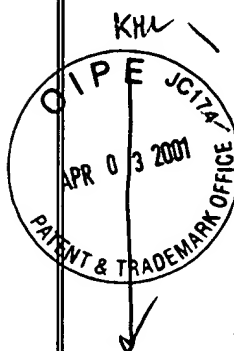
| EXAMINER'S INITIALS | PATENT NO. | DATE | COUNTRY | CLASS | SUBCLASS | Translation | |
|---------------------|------------|---------|--------------------------|-------|----------|-------------|----|
| | | | | | | Yes | No |
| KHL | JP6012426 | 1/21/94 | Japan (English Abstract) | | | | |
| | | | | | | | |
| | | | | | | | |

OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)

| | |
|-----|--|
| KHL | Barnoff et al., "Industry Segmentation and Predictor Motifs for Solvency Analysis of the Life/Health Insurance Industry", <i>Journal of Risk and Insurance</i> , v. 66 n. 1, pp. 99-123, Mar. 1999. |
| | Malhotra et al., "Marketing Research: A State-of-the-Art Review and Directions for the twenty-first century", <i>Journal of the Academy of Marketing Science</i> , v. 27 n. 2, pp. 160-183, Spring 1999. |
| | Ezop, "Database Marketing Research", <i>Marketing Research: A Magazine of Management & Applications</i> , v. 6, n. 4, pp. 34-41, Fall 1994. |
| | Riquier et al., "Probabilistic Segmentation Modeling", <i>Journal of Market Research Society</i> , v. 39 n. 4, pp. 57-73. |
| | Moritz et al., "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which Intenders Actually Buy?", <i>Journal of Marketing Research</i> , v. 29 n. 4, pp. 391-405, Nov 1992. |
| | Grover et al., "Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments", <i>Journal of Marketing Research</i> , v. 29, n. 1, pp. 76-89, Feb. 1992. |

RECEIVED

APR 2 0 2001



Kopp et al., "A Competitive Structure and Segmentation Analysis of the Chicago Fashion Market", *Journal of Retailing*, V. 65 n. 4, pp. 496-515, Winter 1989.

Li, "Preventing Model Muddle (Use of Response, Risk, and Combination Models)", *Direct Marketing*, v. 52 n. 4, pp. 20-22, August 1989.

Dilon et al., "LADI: A Latent Discriminant Model for Analyzing Marketing Research Data.", *Journal of Marketing Research*, v. 26 n.1, pp.15-29, Feb 1989.

EXAMINER

KHL

DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.